

Survey of the Entertainment Industry  
**“Producing Television Promos and Trailers”**  
**AMC 386B, Class Number: 11062**  
**Fall 2009**

**Instructor:** Tom Tippets 818-677-2246 or [Thomas.Tippets@csun.edu](mailto:Thomas.Tippets@csun.edu)  
Office Hours: Wednesdays 3:30p – 5:00p & 5:30p - 6:30p – Nordhoff Hall, Room 203A

**Class Dates:** Class meets Wednesday from 7:00 pm – 9:45 pm

**Course Description and Goal:**

This class is a comprehensive look at the process of producing, writing and editing television promos and motion picture trailers. You will learn the steps necessary to deliver a finished promo/trailer from the work order to final spot. You will also learn to edit your spot on Avid, the industries leading non-linear editing system. The skills you will learn will help you prepare for a career in the entertainment industry.

**Student Learning Objectives:**

By the end of this course, you will be able to:

1. Write and produce an on-air television promo and/or motion picture trailer.
2. Understand the steps necessary to produce the final product.
3. Screen the material and write a script for your promo/trailer.
4. Demonstrate basic Avid editing skills.
5. Understand the audio process, including music selection, directing voice over talent, and sweetening the promo/trailer.
6. Understand the graphics process.
7. Understand correct delivery form and structure.
8. Understand the importance of deadlines in the entertainment industry.
9. Understand the marketing needs of the station/studio.
10. Understand the different delivery formats, i.e. Digital Beta, BetaSp, HD.
11. Understand delivery formats and specifications.

**Grading Criteria:**

Attendance	75 (half points for 4 or more missed classes)
Screening Notes	30
Scripts	60
Midterm	50
Promo/Trailer on-time Completion	100

275 – 315	A
244 – 274	B
190.-.243	C
120 - 189	D
000 - 119	F

## **Text (suggested):**

*Avid Editing, a Guide for Beginning and Intermediate Users*, Third or Fourth Edition, by Sam Kauffmann, Focal Press, ISBN 10: 0-240-80816-9

## **Other Information:**

This class will cover the television promotional motion picture creation process from inception to delivery. All of the work can take place in the classroom, but you will be able to attend “open lab” to practice your newly acquired skills. Because this class does not require a textbook, it is imperative that you attend each class to gain the material. I think you will enjoy this class as you learn the twists and turns of promo and trailer creation. I encourage classroom participation so feel free to ask questions or help others understand the process.

Attached you will find the course outline. Please note that these are guides only and are subject to change.

**Requirements for Written Assignments:** All written assignments will be typed on 8 1/2 X 11 paper, with standard fonts (e.g., 12 point) and margins (e.g., 1"). Correct spelling, grammar, and punctuation are expected. Specify a style manual if you wish.

**Cheating and plagiarism** will not be tolerated. If you are caught cheating or plagiarizing in any form, you will receive a failing grade for the course and be reported to the university for appropriate disciplinary action.

It is the responsibility of each student to know and follow all the written guidance given by the instructor in this syllabus.

**Test and Exam Policy:** missed quiz may be made up the next class meeting with prior e-mail approval with the instructor.

## **Students with Disabilities**

Students with disabilities must register with the Center on Disabilities and complete a services agreement each semester. Staff within the Center will verify the existence of a disability based on the documentation provided and approve accommodations. Students who are approved for test taking accommodations must provide a proctor form to their faculty member signed by a counselor in the Center on Disabilities prior to making testing arrangements. The Center on Disabilities is located in Bayramian Hall, room 110. Staff can be reached at (818) 677-2684.